**JULES IS DEAD UNVEILS “MY OWN HELL”**

**17-YEAR-OLD ALT-ROCKER SHARES NEW SINGLE**

**VIA ATLANTIC RECORDS AND TAG MUSIC**

[**LISTEN**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flinkprotect.cudasvc.com%2Furl%3Fa%3Dhttps%253a%252f%252fjulesisdead.lnk.to%252fMyOwnHell%26c%3DE%2C1%2CnRIHw7T4o76j6hG3gAf9szkPKOU1dzSs2RyKsP3UqiHzMZ1xQZZyaY7Rf84yZ729opJkQlJbqAPoN6CsdXe1bm1KISeEJaWGRKAT_Oy-t5MIzYXAZijn6tsDW6zi%26typo%3D1&data=05%7C01%7CBlake.Buffa%40atlanticrecords.com%7C2cae471cb7d84cbb5d6908dbc9d1219f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638325672275127131%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=ME4V1bDTnYb9XlApexFJ%2FmS1yRc7zj4eXp3s%2FtB2JwQ%3D&reserved=0) **TO “MY OWN HELL”**

A person with blue braids and black lipstick holding her hands up

Description automatically generated

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17-year-old alt-rocker **JULES IS DEAD** (they/she) has shared their eagerly awaited new single, “[**My Own Hell**](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flinkprotect.cudasvc.com%2Furl%3Fa%3Dhttps%253a%252f%252fjulesisdead.lnk.to%252fMyOwnHell%26c%3DE%2C1%2C8zOsR_8RkWfRZGOaKzKk3LyqdMjRP5kf6ORcP5mibtQRH6Tkbh0Tx0GRDLTqVYdLC-w_cCuBCZG1OCudR7eDTqz76inPOgdU-v09lXtSZVgV5XyMWzf1RwI7LTem%26typo%3D1&data=05%7C01%7CBlake.Buffa%40atlanticrecords.com%7C2cae471cb7d84cbb5d6908dbc9d1219f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638325672275127131%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=8eDX5%2By257acQswxaero73qrroV7S%2FJgRp3gRNzF8V0%3D&reserved=0),” available now via Atlantic Records in partnership with TAG Music, the new record label founded by musician/entrepreneur Gabe Saporta (Cobra Starship, Midtown).

***“‘My Own Hell’ is about knowing you’re still powerful even at your lowest,” says JULES IS DEAD.***

Produced by KThrash (Machine Gun Kelly, Blink-182, Avril Lavigne, Gwen Stefani) and mixed by 3x GRAMMY® Award-winner Tom Lord-Alge (U2, The Rolling Stones), “My Own Hell” follows JULES IS DEAD’s label debut single, “[Red Is My Favorite Color](https://nam04.safelinks.protection.outlook.com/?url=https%3A%2F%2Flinkprotect.cudasvc.com%2Furl%3Fa%3Dhttps%253a%252f%252flnk.to%252fredismyfavoritecolor%26c%3DE%2C1%2CGiygAPKwLSfUsilNaZncrtmS4LRF-liRXZlMVwDatmwvbnUDKIne-H69m3nVov94vFuvk6fDLNIlxb5wJqnyjypcHp-6LVPLDGpNv14GeTbgDQcxxHbJw09M2Bqi%26typo%3D1&data=05%7C01%7CBlake.Buffa%40atlanticrecords.com%7C2cae471cb7d84cbb5d6908dbc9d1219f%7C8367939002ec4ba1ad3d69da3fdd637e%7C0%7C0%7C638325672275127131%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=locvF2vHq%2BkuEX%2BxukWU9jfGeqZWjTdSObXrI3kG8aI%3D&reserved=0).” The track arrived earlier this year named in *Rolling Stone’s* “Songs You Need to Know.”

An explosive new force in the emo/punk world, JULES IS DEAD gives voice to the kind of feelings and frustrations that listeners can relate to. “The main thing I want to do with my music is to make people feel heard, because for so long I felt like I wasn’t heard,” says the 17-year-old singer/songwriter/multi-instrumentalist, a Barrie, Ontario native whose online presence includes over 300k followers and millions of views on TikTok. Naming seminal riot-grrrl bands like Bikini Kill and indie-rock/post-hardcore acts like Citizen among their inspirations, Jules began playing piano as a child and first starting learning guitar - mostly by ear - at age 14. Newly signed through a joint venture partnership between Atlantic Records and TAG Music, JULES IS DEAD has spent much of the past year working on their music —a batch of songs confronting everything from depression to abuses of power and subordination of women. Deeply informed by their perspective as a nonbinary artist of color, the music of JULES IS DEAD ultimately pushes the genre forward while providing a much-needed outlet for the turmoil faced by their generation.

“*I used to hold myself back from posting anything political, but now it’s become a huge part of who I am and what I want to do with my music,*” says JULES IS DEAD. “*Especially with everything happening in the States right now—all the anti-trans bills, Roe V. Wade being overturned—so many younger people feel like they don’t have a voice and they can’t change anything. I know how devastating it can be to feel like you’re being silenced, and how much it can mean to know that at least one other person sees things the way you do.*”



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